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AUSTRALIA/

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III. AUSTRALIA/NEW ZEALAND

AUSTRALIA

FIJI

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRALIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	32.4	32.8	34.5	34.3	33.9
OF WHICH LOCAL MANUFACTURE:	31.9	32.3	34.0	33.7	33.4
OTHERS	0.5	0.5	0.5	0.6	0.5
POPULATION TOTAL (MILLIONS)	14.4	14.5	14.7	14.9	15.2
PER CAPITA CONSUMPTION	2250	2262	2347	2302	2230
POPULATION OVER 15 YR OF AGE (MILLIONS)	10.5	10.7	10.9	11.0	11.2
PER CAPITA OVER 15 YRS	3085	3065	3165	3118	3027
SMOKER INCIDENCE					
% OF TOTAL POPULATION	31.4	32.0	31.8	31.4	30.9
% OF FEMALE POPULATION	30.5	30.0	30.2	29.4	29.8
% OF MALE POPULATION	34.1	33.8	33.4	33.4	31.9
COMPANY SHARES					
1) PHILIP MORRIS LIMITED	30.0	30.2	29.4	27.7	26.8
2) AMATIL (B.A.T.)	34.0	32.7	32.2	33.4	32.7
3) ROTHMANS	34.5	35.6	36.9	37.2	38.9
4) R. J. REYNOLDS	1.5	1.5	1.5	1.7	1.6

*SOURCE: NIELSEN

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(AUSTRALIA)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) WINFIELD		ROTHMANS	21.3	23.5	25.2	25.4	27.2
2) BENSON & HEDGES		BAT	14.3	14.1	13.3	15.8	16.5
3) MARLBORO		PML	9.4	7.7	6.8	7.1	6.5
4) PETER JACKSON		PML	2.1	4.9	5.6	5.4	5.8
5) ALPINE		PML	5.0	4.9	4.5	4.9	5.1
6) PETER STUYVESANT		ROTHMANS	5.7	5.1	4.7	4.5	4.3
7) DUNHILL		ROTHMANS	2.3	2.5	2.7	2.9	3.1
8) ESCORT		BAT	2.7	3.1	3.2	3.0	2.8
9) ARDATH		BAT	3.8	3.5	3.4	2.9	2.5
10) CLARIDGE		BAT	---	---	1.8	2.3	2.3
11) VISCOUNT		PML	4.8	4.0	3.4	2.7	2.2
12) BLACK & WHITE		PML	3.2	2.5	1.9	2.0	2.0
13) WILLS		BAT	2.4	2.6	2.4	2.2	2.0
14) CRAVEN A		BAT	3.0	2.6	2.3	2.1	1.9
15) PARK DRIVE		PML	2.0	2.1	2.1	1.5	1.4
16) OTHER			18.0	16.9	16.7	15.3	14.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			88.4	88.3	87.4	87.5	87.3
FILTER MENTHOL			10.8	10.9	11.8	11.9	12.1
NON-FILTER			0.8	0.8	0.8	0.6	0.6
PRICE SEGMENTATION %							
HIGH	25's		---	---	5.8	12.3	15.9
MEDIUM	25's		30.4	30.8	35.4	34.8	36.2
LOW	25's		6.0	10.7	13.9	13.2	13.2
HIGH	20's		53.8	49.5	41.2	36.6	32.6
LOW	20's		9.8	9.0	3.7	3.1	2.1
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			22.4	20.6	19.5	20.2	18.3
VIRGINIA			77.6	79.4	80.5	79.8	81.7

*SOURCE: NIELSEN

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(AUSTRALIA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	---	---	---	---	1.2
71 MM TO 79 MM	---	---	---	---	16.6
80 MM to 85 MM	---	---	---	---	80.3
86 MM TO 94 MM	---	---	---	---	1.5
95 MM TO 99 MM	---	---	---	---	0.1
OVER 100 MM	---	---	---	---	0.3
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	63.6	58.5	44.9	39.7	34.6
25 CIGTS/PACK	36.4	41.5	55.1	60.3	65.3
PACK TYPE SEGMENTATION %					
SOFT PACK	---	---	---	---	2.3
FLIP TOP BOX	---	---	---	---	95.6
PRINCESS PACK	---	---	---	---	1.5
OTHER (LAUBE)	---	---	---	---	0.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	1	1	1	1	1

*SOURCE: NIELSEN

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(AUSTRALIA)

HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TABACCO PRODUCTS*					
CIGARS (MILLIONS)	119.6	111.0	116.7	111.7	105.3
PIPE TOBACCO (THOUSAND KILOS)	517.0	465.8	439.6	389.7	358.0
ROLL YOUR OWN (THOUSAND KILOS)	2279.5	2164.5	2114.7	1920.2	1861.6

2500085013

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FIJI

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)*	.500	.500	.500	.500	.500
PER CAPITA OVER 15 YRS	830	936	**1300	---	---

*ESTIMATES
**PREVIOUS ESTIMATES HAVE BEEN FOR TOTAL POPULATION

COMPANY SHARES					
1) CARRERAS ROTHMANS	64.8	58.7	51.6	49.7	46.0
2) B.A.T.	34.9	40.7	47.7	49.8	52.9
3) PHILIP MORRIS	0.3	0.6	0.7	0.5	0.2

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) B & H K.S.	B.A.T.	B.A.T.	35.0	42.0	45.0	47.0	50.0
2) ROTHMANS PALL MALL	ROTH	ROTH	44.0	37.0	34.0	32.0	28.0
3) ROTHMANS K.S.	ROTH	ROTH	13.0	13.0	13.0	13.0	14.0
4) OTHERS			8.0	8.0	8.0	8.0	8.0

MARKET SEGMENTATION %					
FILTER MENTHOL	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0

PRICE SEGMENTATION %					
POPULAR	51.0	47.0	44.0	39.5	35.0
PREMIUM	49.0	53.0	56.0	60.5	65.0

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(FIJI)	1978	1979	1980	1981	1982
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
H) CINEMA	2	2	2	2	2

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

IV. ASIA

CHINA

GUAM

HONG KONG

INDIA

JAPAN

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHINA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	N.A.	N.A.	700.0	750.0	800.0
OF WHICH LOCAL MANUFACTURE:	N.A.	N.A.	698.3	746.2	796.8
IMPORTED FROM 1) HONG KONG	N.A.	N.A.	1.2	2.6	2.0
2) U.S./U.K. VIA HONG KONG	N.A.	N.A.	0.5	1.2	1.2
POPULATION TOTAL (MILLIONS)	N.A.	N.A.	983.0	994.0	1,000.0
PER CAPITA CONSUMPTION	N.A.	N.A.	710.0	754.0	800.0
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	19.8	19.9	20.0
% OF FEMALE POPULATION	N.A.	N.A.	----	----	0.4 EST.
% OF MALE POPULATION	N.A.	N.A.	----	----	39.6 EST.
COMPANY SHARES					
1) CHINA NATIONAL TOB. CORP. (LOCAL MANUFACTURE)	N.A.	N.A.	99.8	99.5	99.6
2) OTHERS	N.A.	N.A.	0.2	0.5	0.4
TOTAL	N.A.	N.A.	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT					
1) PHILIP MORRIS	N.A.	N.A.	5.7	6.9	11.7
2) RJR	N.A.	N.A.	7.7	9.6	7.0
3) B&W/BAT	N.A.	N.A.	30.2	34.2	35.0
4) TEI	N.A.	N.A.	1.9	0.8	0.5
5) HKTC	N.A.	N.A.	30.6	20.6	21.8
6) NANYANG	N.A.	N.A.	23.3	27.4	24.0
7) GALLAHER	N.A.	N.A.	----	0.5	
8) OTHERS	N.A.	N.A.	0.6	----	----

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(CHINA)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) LOCAL BRANDS		CHINA NAT. TOB. CORP.	100%	100%	99.8	99.5	99.6
IMPORTED BRAND FAMILY SHARES							
2) MARLBORO	PM	PM	-----	-----	5.4	5.4	11.4
3) STATE EXPRESS	ARDATH TOB.	ARDATH TOB.	-----	-----	6.6	6.9	7.8
4) WINSTON	RJR	RJR	-----	-----	6.9	6.9	6.5
5) KENT	B&W	B&W	-----	-----	4.2	4.2	4.5
6) VICEROY	B&W	B&W	-----	-----	4.4	4.6	5.0
7) DBLE HAPPINESS	NANYANG	NANYANG	-----	-----	22.1	26.0	23.3
8) GOOD COMPANION	HKTC	HKTC	-----	-----	13.1	15.8	18.0
9) HILTON	BAT	BAT	-----	-----	2.6	5.8	9.2
10) AM. CLB.NO. 1	BAT	BAT	-----	-----	-----	2.6	7.4
11) RUBY QUEEN	BAT	BAT	-----	-----	6.6	4.3	1.8
12) L&M	PM	PM	-----	-----	-----	1.7	-----
13) CAMEL	RJR	RJR	-----	-----	-----	2.7	-----
14) SOVEREIGN MFG.	GALLAHER	GALLAHER	-----	-----		0.5	
15) OTHERS			-----	-----	28.3	12.6	5.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			-----	-----	6.0	7.0	10.0
FILTER MENTHOL			-----	-----	0.1	0.1	0.1
NON-FILTER			-----	-----	93.9	92.9	90.9
PRICE SEGMENTATION							
PREMIUM			-----	-----	-----	-----	0.2
HIGH			-----	-----	0.1	0.2	0.3
MEDIUM			-----	-----	0.1	5.0	15.0
LOW			-----	-----	45.3	45.8	46.5
ECONOMY			-----	-----	38.5	39.0	29.0
HIGH/FULL FLAVOR			-----	-----	16.0	10.0	9.0
TAR & NICOTINE SEGMENTATION %							
HIGH/FULL FLAVOR			100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %							
VIRGINIA			100%	100%	100%	100%	100%

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(CHINA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	----	----	60.0%	60.0%	60.0%
71 MM TO 79 MM	----	----	38.0%	34.9%	34.8%
80 MM to 85 MM	----	----	2.0%	5.0%	10.0%
100MM	----	----	----	0.1%	0.2%
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	----	----	10%	10%	10%
20 CIGTS/PACK	----	----	90%	90%	90%
PACK TYPE SEGMENTATION %					
SOFT PACK	----	----	99.0%	95.0%	93.0%
FLIP TOP BOX	----	----	1.0%	5.0%	7.0%
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	----	----	1	1	2
B) RADIO	----	----	1	1	2
C) NEWSPAPERS	----	----	1	1	2
D) MAGAZINES	----	----	1	1	3
F) POINT OF SALE	----	----	1	1	3
G) BILLBOARDS	----	----	1	1	3
H) CINEMA	----	----	1	1	2
I) SAMPLING	----	----	1	1	3
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085020

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(CHINA)	1978	1979	1980	1981	1982
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085021

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUAM

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	513.9	---	548.7	562.7	578.1
POPULATION TOTAL (MILLIONS)	0.21	---	0.22	0.23	0.23
BRAND FAMILY SHARES %					
1) MARLBORO	10.5	---	8.6	8.1	8.6
2) VIRGINIA SLIMS	8.9	---	7.8	8.2	7.8
3) BENSON & HEDGES	8.4	---	15.7	19.3	19.4
4) LARK	N.A.	---	3.3	2.2	1.9
MARKET SEGMENTATION%					
FILTER (NON-MENTHOL)	45.0	---	37.5	30.5	30.4
FILTER MENTHOL	55.0	---	62.5	69.5	69.6

2500085022

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HONG KONG

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.48	8.44	9.25	9.76	10.13
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	1.84	2.24	2.48	2.75	3.09
IMPORTED FROM 1) UNITED STATES	5.11	5.59	6.07	6.37	6.40
2) UNITED KINGDOM	0.42	0.44	0.44	0.53	0.43
3) PEOPLES REPUBLIC OF CHINA	0.10	0.17	0.25	0.11	0.21
4) OTHERS	0.01		0.01		
POPULATION TOTAL (MILLIONS)	4.90	5.07	5.22	5.38	5.54
PER CAPITA CONSUMPTION	1,526	1,665	1,772	1,814	1,825
POPULATION OVER 15 YR OF AGE (MILLIONS)	3.48	3.65	3.81	3.98	4.15
PER CAPITA OVER 15 YRS	2,149	2,312	2,428	2,452	2,440
SMOKER INCIDENCE					
% OF TOTAL POPULATION	25%	25%	26%	27%	27%
% OF FEMALE POPULATION	8%	7%	7%	8%	8%
% OF MALE POPULATION	41%	42%	43%	44%	45%
COMPANY SHARES					
1) B.A.T. (BAT INCL. B&W)	52.1	50.5	45.6	45.3	40.7
2) PHILIP MORRIS (PM)	6.1	9.6	14.7	18.0	22.6
3) HONG KONG TOBACCO CO. (HKTC)	13.6	12.9	12.2	11.7	13.7
4) R.J. REYNOLDS (RJR)	21.2	18.6	17.9	16.6	13.4
5) NANYANG BROTHERS (NB)	4.1	5.0	5.6	5.8	6.0
6) OTHERS	2.9	3.4	4.0	2.6	3.6

2500085023

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(HONG KONG)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO	PM	PM	5.1	8.8	14.0	17.4	21.9
2) KENT	B&W	B&W	14.9	15.3	14.1	15.4	14.7
3) GOOD COMPANION	HKTC	HKTC	10.3	9.9	9.6	9.7	12.2
4) VICEROY	B&W	B&W	24.0	20.9	16.9	13.5	11.4
5) WINSTON	RJR	RJR	17.0	15.0	14.6	11.8	10.4
6) DOUBLE HAPPINESS	NB	NB	4.0	4.9	5.5	5.8	6.0
7) CAPSTAN	BAT	BAT	2.4	2.5	2.6	3.5	3.4
8) HILTON	BAT	BAT	0.7	2.3	2.7	2.8	2.9
9) MARVELS	BAT	BAT	2.5	2.6	2.6	3.3	2.8
10) STATE EXP.555	BAT	BAT	3.2	3.1	3.3	3.3	2.7
11) OTHERS			15.9	14.7	14.1	13.5	11.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			89.7	91.0	91.7	90.5	93.2
FILTER MENTHOL			3.0	2.8	2.7	3.8	2.4
NON-FILTER			7.3	6.2	5.6	5.7	4.4
PRICE SEGMENTATION							
PREMIUM			5.1	5.4	6.8	8.0	6.0
HIGH			69.2	66.2	64.1	63.0	62.3
LOW			25.7	28.4	29.1	29.0	31.7
TAR & NICOTINE SEGMENTATION %							
LOW			0.5	0.3	0.3	0.9	1.1
HIGH/FULL FLAVOR			99.5	99.6	99.7	99.1	98.9
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			85.8	84.4	83.1	83.3	83.2
VIRGINIA			14.2	15.6	16.9	16.7	16.8
LENGTH SEGMENTATION %							
71 MM TO 79 MM			7.3	6.2	5.6	5.7	4.4
80 MM to 85 MM			84.4	84.3	83.9	82.8	83.2
86 MM TO 94 MM			0.2	0.2	0.2	0.3	0.3
100MM			7.8	9.0	10.0	10.9	11.8
OVER 100 MM			0.3	0.3	0.3	0.3	0.3

2500085024

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(HONG KONG)	1978	1979	1980	1981	1982
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.9	0.7	0.6	0.7	0.6
20 CIGTS/PACK	99.1	99.3	99.4	99.3	99.4
PACK TYPE SEGMENTATION %					
SOFT PACK	91.9	92.3	92.3	92.2	93.3
FLIP TOP BOX	6.7	6.6	6.7	6.7	5.7
SLIDE AND SHELL	1.2	0.9	0.8	0.8	0.7
PRINCESS PACK	0.2	0.2	0.2	0.3	0.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
	NO CIGARETTE ADVERTISING BETWEEN 4:30 PM - 6:30 PM				
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES

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Source: https://www.industrydocuments.ucsf.edu/docs/lzg00000

(HONG KONG)	1978	1979	1980	1981	1982
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (THOUSAND KILOS)	41.1	55.6	35.9	37.1	32.0
PIPE TOBACCO (THOUSAND KILOS)	9.4	43.5	42.5	37.3	55.8
ROLL YOUR OWN (THOUSAND KILOS)	67.2	40.5	9.0	229.1	101.3

2500085026

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	73,600	77,100	78,800	88,400	98,000
LOCAL MANUFACTURE:	73,600	77,100	78,800	88,400	98,000
IMPORTED:	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	634	647	659	684	698
PER CAPITA CONSUMPTION	116	119	120	129	140
POPULATION OVER 15 YR OF AGE (MILLIONS)	383	391	398	413	422
PER CAPITA OVER 15 YRS	192	197	198	214	232
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	N.A.	20.5
% OF FEMALE POPULATION	NIL	NIL	NIL	NIL	NIL
% OF MALE POPULATION	N.A.	N.A.	N.A.	N.A.	40.0
COMPANY SHARES					
1) INDIA TOBACCO CO.	46.1	47.5	42.1	45.7	44.9
2) VAZIR SULTAN TOBACCO CO.	20.6	19.3	17.4	17.5	15.8
3) GOLDEN TOBACCO CO.	16.3	15.8	19.1	18.3	20.3
4) NATIONAL TOBACCO	5.8	6.8	12.4	9.0	9.4
5) GODFREY PHILLIPS	9.7	9.3	8.3	8.9	9.0
6) OTHERS	1.5	1.3	0.7	0.6	0.6

2500085027

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(INDIA)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PANAMA VIRG. PL	GTC	GTC	9.2	9.3	12.1	11.9	13.8
2) CHARMINAR PL.	VST	VST	18.1	17.1	14.3	13.3	12.6
3) SCISSORS PL.	ITC	ITC	11.6	15.7	14.0	14.8	12.0
4) CAPSTAN PL.	ITC	ITC	5.8	7.1	8.4	7.9	7.8
5) WILLS FILTER	ITC	ITC	3.6	4.0	2.8	3.2	3.3
6) NO. 10 FILTER	NTC	NTC	0.5	1.4	2.6	2.1	2.7
7) BRISTOL FILTER	ITC	ITC	3.5	4.4	3.1	2.8	2.7
8) WILLS GOLD FLAKE	ITC	ITC	0.8	0.7	0.7	1.9	2.7
9) WILLS FLAKE FT	ITC	ITC	1.4	1.6	2.1	2.9	2.4
10) CAPSTAN FT KINGS	ITC	ITC	---	0.2	0.8	2.2	2.4
11) RED & WHITE PL.	GPI	GPI	1.0	1.3	1.3	2.3	2.4
12) CHARMINAR FILTER	VST	VST	---	---	1.7	1.5	2.1
13) CAVANDERS MAGNUM	GPI	GPI	3.6	3.2	2.4	1.9	2.0
14) RED & WHITE FT.	GPI	GPI	2.4	2.2	1.9	1.8	1.8
15) GOLDEN GOLD FLAKE	GTC	GTC	2.7	2.2	2.1	2.2	1.7
16) OTHERS			35.8	29.6	29.7	27.3	27.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			23.8	24.3	24.5	27.1	31.3
FILTER MENTHOL			0.2	0.3	0.4	0.2	0.2
NON-FILTER			76.0	75.4	74.1	72.7	68.5
PAPPY ROSSI			----	----	----	----	----
PRICE SEGMENTATION							
PREMIUM (Above Rs.3 for 10's)			0.2	0.2	0.1	0.3	0.3
HIGH (Rs.2 - 3.00)			0.2	6.1	5.0	5.3	6.1
MEDIUM (Rs.1.51 - 2.00)			6.5	1.6	7.6	9.1	10.1
LOW (Rs.1.01 - 1.50)			18.7	17.8	27.5	28.7	26.4
ECONOMY (Up to Rs 1.00)			74.4	74.3	59.8	56.6	57.1
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW				.....NEGLIGIBLE.....			
LOW				.....NEGLIGIBLE.....			
MEDIUM				.....NEGLIGIBLE.....			
HIGH/FULL FLAVOR			100	100	100	100	100

2500085028

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(INDIA)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	---	---	---	---	-----
VIRGINIA	0.2	0.2	0.2	0.3	0.3
BROWN/MIXED	99.8	99.8	99.8	99.7	99.7
LENGTH SEGMENTATION %					
70 MM AND SHORTER	76.0	75.4	74.1	72.7	68.5
71 MM TO 79 MM	19.8	20.7	21.2	21.1	23.8
80 MM to 85 MM	4.2	3.9	4.7	6.2	7.7
86 MM TO 94 MM	----	----	----	----	*
95 MM TO 99 MM	----	----	----	----	----
100MM	----	----	----	*	*
OVER 100 MM	----	----	----	----	----
(*LESS THAN 0.1%)					
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	N.A.	N.A.	N.A.	83.5	83.4
20 CIGTS/PACK	N.A.	N.A.	N.A.	16.5	16.6
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	N.A.	15.0	15.2
FLIP TOP BOX	N.A.	N.A.	N.A.	1.5	1.6
SHOULDER PACK	N.A.	N.A.	N.A.	----	----
SLIDE AND SHELL	N.A.	N.A.	N.A.	83.5	83.2
PRINCESS PACK	N.A.	N.A.	N.A.	----	----
OTHER	N.A.	N.A.	N.A.	----	----

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(INDIA)

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3
B) RADIO	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	NIL	NIL	NIL	NIL	NIL
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.	800.0 (approx)
KRETEK (MILLIONS)	NIL	NIL	NIL	NIL	NIL

2500085030

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: JAPAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	305.4	308.6	307.2	311.4	313.8
OF WHICH LOCAL MANUFACTURE:	302.1	304.8	303.5	307.2	309.1
IMPORTED TOTAL	3.3	3.8	3.7	4.2	4.7
IMPORT SEGMENT SHARE	1.1%	1.2%	1.2%	1.3%	1.5%
POPULATION TOTAL (MILLIONS)	113.2	114.3	115.3	116.2	118.7
PER CAPITA CONSUMPTION	2,697	2,700	2,665	2,680	2,643
POPULATION OVER 15 YR OF AGE (MILLIONS)	86.5	87.5	88.5	89.5	90.3
PER CAPITA OVER 15 YRS	3,530	3,528	3,472	3,480	3,475
SMOKER INCIDENCE					
% OF TOTAL POPULATION	44.5	43.3	41.4	42.2	41.8
% OF FEMALE POPULATION	16.2	15.4	14.4	15.3	15.4
% OF MALE POPULATION	74.7	73.1	70.2	70.8	70.1
COMPANY SHARES					
1) JAPANESE TOBACCO MONOPOLY	99.0	98.7	98.7	98.6	98.4
2) PHILIP MORRIS (INCL. LIC. MLBRO)*	0.8	1.0	1.0	1.2	1.3
3) OTHER FOREIGN MFGRS	0.2	0.3	0.3	0.2	0.3
4) PHILIP MORRIS IMPORTS ONLY	0.7	0.9	0.9	1.1	1.2

2500085031

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(JAPAN)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MILD SEVEN	JTS	JTS	23.8	31.8	35.3	38.5	42.6
2) SEVEN STAR	JTS	JTS	23.0	20.0	19.4	17.5	16.1
3) HILITE	JTS	JTS	17.4	14.6	12.9	11.1	9.8
4) HOPE	JTS	JTS	7.5	6.3	6.5	5.5	5.3
5) CABIN	JTS	JTS	0.3	0.6	1.1	4.2	5.2
6) ECHO	JTS	JTS	6.6	6.0	5.7	5.3	4.8
7) CHERRY	JTS	JTS	7.2	5.5	4.3	3.3	2.6
8) PEACE	JTS	JTS	3.2	3.7	2.8	2.7	2.5
9) PARTNER	JTS	JTS	---	1.9	3.2	2.9	2.5
10) WAKABA	JTS	JTS	3.1	2.7	2.6	2.4	2.2
OTHERS			7.9	6.9	6.2	6.6	6.4

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	97.5	97.6	98.0	98.1	97.8
FILTER MENTHOL	0.0	0.0	0.0	0.1	0.6
NON-FILTER	2.5	2.4	2.0	1.8	1.6
CHARCOAL FILTER	48.9	52.2	55.5	61.3	66.3

PRICE SEGMENTATION

PREMIUM (Y280 & over)	N.A.	1.2	1.2	1.3	1.5
HIGH (Y200-270)	N.A.	4.1	5.6	5.5	7.6
MEDIUM (Y150-180)	N.A.	76.9	76.5	77.8	77.4
LOW (BELOW 150)	N.A.	17.8	16.7	15.4	13.5

TAR & NICOTINE SEGMENTATION %

LOW (10MG & BELOW)	0.8	2.6	3.9	4.2	4.0
MEDIUM (11MG -15MG)	27.3	29.4	42.5	48.4	52.7
HIGH/FULL FLAVOR (15MG AND OVER)	71.9	68.0	53.6	47.4	43.3

2500085032

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(JAPAN)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN/DOMESTIC	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %					
70 MM AND SHORTER	16.3	15.4	14.3	13.2	11.7
80 MM to 85 MM	82.3	83.3	84.5	86.0	87.1
100MM	1.1	1.3	1.2	0.8	1.2
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK (10'S)	N.A	N.A.	6.5	5.9	5.4
20 CIGTS/PACK (20'S)	N.A.	N.A.	93.3	94.0	94.5
OVER 30 CIGTS/PACK (50'S)	N.A.	N.A.	0.2	0.1	0.1
PACK TYPE SEGMENTATION%					
SOFT PACK	92.7	93.0	93.4	94.0	94.2
FLIP TOP BOX	7.3	7.0	6.6	6.0	5.8
PRINCESS PACK	*	*	*	*	*

*LESS THAN 0.1%/1%

CIGARETTE ADVERTISING MEDIA AVAILABILITY

1) YES**
2) BANNED
3) RESTRICTED

A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

** PRIOR TO APRIL 1981 IMPORTED BRANDS WERE ONLY ALLOWED TO ADVERTISE IN ENGLISH LANGUAGE PUBLICATIONS WHICH OVERALL HAD VERY LIMITED CIRCULATION.

SINCE APRIL 1981 THE JAPANESE GOVERNMENT HAS ALLOWED IMPORTED CIGARETTE MANUFACTURERS ACCESS TO ALL MEDIA (EXCEPT FOR COUPONS) SUBJECT TO CONFORMITY WITH AD-SP RULES ISSUED BY THE J.T.S.

THE AD-SP RULES IMPOSE BUDGETARY CONSTRAINTS OVER FOREIGN MANUFACTURERS ACCESS TO ADVERTISING ON T.V., RADIO. MAGAZINE NEWSPAPAER MEDIA THROUGH THE EXISTENCE OF AN ADVERTISING FORMULA RELATED TO VOLUME. A FURTHER RESTRICTION OVER TV ADVERTISING IS THE LIMITING OF ACCESS TO THE FIRST THREE OF BRAND LIFE.]

2500085033

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(JAPAN)		1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)		136,409	70,724	36,682	29,550	N.A.
PIPE TOBACCO (THOUSAND KILOS)		184	163	154	152	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(JAPAN)	1978	1979	1980	1981	1982
IMPORTED BRANDS SHARE OF IMPORT SEGMENT					
MANUFACTURERS					
PHILIP MORRIS	70.6	73.5	76.1	78.4	78.9
R.J. REYNOLDS	10.1	10.5	9.9	9.5	11.1
B.A.T.	10.8	8.9	8.0	7.2	6.7
OTHER	8.5	7.1	6.0	4.9	3.3
BRANDS					
LARK	65.1	68.4	70.2	69.2	69.7
PARLIAMENT	2.5	2.8	4.2	6.0	7.7
MORE	4.9	5.8	5.0	4.8	6.0
KENT	7.5	6.0	5.5	4.5	3.5
OTHER	20.0	17.0	15.1	15.5	13.1

2500085035

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KOREA*

*Does not include Duty Free Imports

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	N.A.	N.A.	69.0	72.5	73.7
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	N.A.	N.A.	69.0	72.5	73.7
POPULATION TOTAL (MILLIONS)	N.A.	N.A.	38.1	38.6	39.2
PER CAPITA CONSUMPTION	N.A.	N.A.	1,811	1,875	1,875
POPULATION OVER 15 YR OF AGE (MILLIONS)	N.A.	N.A.	25.3	26.0	26.6
PER CAPITA OVER 15 YRS	N.A.	N.A.	2,733	2,792	2,774
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	25.7	25.5
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	6.1	6.2
% OF MALE POPULATION	N.A.	N.A.	N.A.	44.5	44.4
COMPANY SHARES					
1) KOREAN TOBACCO MONOPOLY	100%	100%	100%	100%	100%

2500085036

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(KOREA)		1978	1979	1980	1981	1982
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP MANUFACTURER					
1) SOL	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	6.4	18.6	40.3
2) GEOBUGSEON	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	40.4	34.4	14.3
3) GHEONG JA	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	6.8	9.5	13.2
4) HWAN HWI	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	14.6	14.6	12.3
5) EUNHASO	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	9.2	8.6	8.4
6) EUNHASA	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	3.6	4.1	4.1
7) SUN	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	9.2	2.5	2.3
8) SUJEONG	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	1.0	1.0	1.1
OTHERS		N.A.	N.A.	8.8	6.7	4.0
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)		N.A.	N.A.	94.3	95.1	96.8
FILTER MENTHOL		N.A.	N.A.	1.3	1.4	1.3
NON-FILTER		N.A.	N.A.	4.4	3.5	1.9
PRICE SEGMENTATION %						
PREMIUM (600 WON)		N.A.	N.A.	----	----	0.4
HIGH (500 WON)		N.A.	N.A.	56.3	55.9	57.9
MEDIUM (300-499 WON)		N.A.	N.A.	13.9	13.7	13.6
LOW (50-299 WON)		N.A.	N.A.	29.8	30.4	28.1
TAR & NICOTINE SEGMENTATION%						
ULTRA LOW (5MG AND BELOW)		N.A.	N.A.	----	----	----
LOW ((6-10 MG)		N.A.	N.A.	----	----	----
MEDIUM (11-15MG)		N.A.	N.A.	19.5	25.6	46.9
HIGH/FULL FLAVOR (16+ MG)		N.A.	N.A.	80.5	74.4	52.0
TOBACCO TYPE SEGMENTATION %						
BLOND: PSUEDO AMERICAN		100%	100%	100%	100%	100%

2500085037

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(KOREA)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	N.A.	N.A.	----	----	----
71 MM TO 79 MM	N.A.	N.A.	4.4	3.5	1.5
80 MM TO 85 MM	N.A.	N.A.	94.6	95.5	97.0
86 MM TO 94 MM	N.A.	N.A.	----	----	----
95 MM TO 99 MM	N.A.	N.A.	----	----	----
100 MM	N.A.	N.A.	1.0	1.0	1.1
OVER 100 MM	N.A.	N.A.	----	----	0.4
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	N.A.	N.A.	0.1	0.1	0.1
20 CIGTS/PACK	N.A.	N.A.	99.9	99.9	99.9
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	90.8	97.5	97.8
FLIP TOP BOX	N.A.	N.A.	9.2	2.5	2.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

NOTE: *TV ADVERTISING IS NOT BEING USED BY KTM.
*NEWSPAPER AND OTHER MEDIA ADVERTISING ARE NO COMMON.

2500085038

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(KOREA)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	N.A.	N.A.	YES	YES	YES
B) CARTONS	N.A.	N.A.	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	N.A.	N.A.	NO	NO	NO
B) CARTONS	N.A.	N.A.	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	N.A.	N.A.	NO	NO	NO
B) CARTONS	N.A.	N.A.	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGAR(MILLIONS)	N.A.	N.A.	0.8	0.7	0.9

25000850039

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALAYSIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	13.58	14.77	16.02	16.23	16.61
OF WHICH LOCAL MANUFACTURE:	99%	98%	92%	91%	91%
IMPORTED:	1	2	8	9	9
POPULATION TOTAL (MILLIONS)	12.8	13.1	13.4	13.8	14.1
PER CAPITA CONSUMPTION	1060.9	1127.4	1195.5	1176.0	1178.0
POPULATION OVER 15 YR OF AGE (MILLIONS)	7.4	7.6	7.7	8.0	8.2
PER CAPITA OVER 15 YRS	1,835	1,943	2,080	2,028	2,026
SMOKER INCIDENCE					
% OF TOTAL POPULATION	16.0	15.9	16.0	16.0	16.0
% OF FEMALE POPULATION	2.0	2.0	2.0	2.0	2.0
% OF MALE POPULATION	35.0	35.0	35.0	35.0	35.0
COMPANY SHARES					
1) MALAYSIAIN TOBACCO COMPANY (MTC)	76.7	64.2	64.3	61.9	61.0
2) ROTHMANS	20.3	32.0	28.5	27.5	26.0
3) R.J. REYNOLDS	1.0	1.8	5.5	8.0	9.0
4) PHILIP MORRIS	0.1	0.3	0.5	0.9	2.8
5) OTHERS	1.9	1.7	1.2	1.7	1.2

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(MALAYSIA)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BENSON & HEDGES	B.A.T.	MTC	33.7	33.7	38.4	42.2	42.2
2) DUNHILL K.S.	ROTHMANS	RPM	4.8	10.5	10.4	9.9	9.9
3) WINSTON	RJR	RJR	0.3	0.4	3.5	6.9	7.6
4) STATE EXPRESS 555	B.A.T.	MTC	23.3	13.1	9.5	6.0	5.3
5) ROTHMANS INT. 100	ROTHMANS	RPM	3.8	5.5	5.0	5.3	5.0
6) P. STUYVESANT	ROTHMANS	RPM	0.9	5.3	4.2	4.0	3.8
7) MARLBORO	P. MORRIS	PM	0.1	0.2	0.4	0.8	2.8
8) GOLD FLAKE	B.A.T.	MTC	2.7	2.8	3.3	2.7	2.5
9) LUCKY STRIKE	B.A.T.	MTC	0.6	0.8	1.4	2.2	2.4
10) WHITE HORSE (YELLOW)	ROTHMANS	RPM	1.7	1.1	0.7	0.4	1.9
11) SIGNAL FILTER	B.A.T.	MTC	0.6	0.3	0.2	0.3	1.4
12) ROUGH RIDER FILTER	B.A.T.	MTC	3.7	4.4	3.9	2.3	1.3
13) KENT 100	B.A.T.	MTC	0.1	0.1	0.3	0.4	1.0
14) WHITE HORSE (GREEN)	ROTHMANS	RPM	0.8	0.7	0.4	1.3	1.0
15) CRAVEN A FILTER	ROTHMANS	RPM	2.4	2.5	1.9	1.1	0.9
OTHERS			21.5	18.6	16.5	14.2	11.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			95.4	96.3	94.7	94.4	94.0
FILTER MENTHOL			1.9	1.0	1.8	1.3	2.0
NON-FILTER			2.7	2.7	3.5	4.3	4.0
PRICE SEGMENTATION							
PREMIUM (Over M$2.00)			6.3	9.0	15.0	19.7	23.0
HIGH (M$1.90-M$2.00)			66.2	65.0	65.5	59.6	58.0
MEDIUM (M$1.60-M$1.80)			6.8	5.9	3.3	8.2	5.0
LOW (M$1.20-M$1.50)			4.5	3.8	6.2	---	1.0
ECONOMY (Below $1.20)			16.2	16.3	10.0	12.5	13.0
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			1.2	2.0	8.3	12.8	17.0
VIRGINIA			98.8	98.0	91.7	87.2	83.0

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(MALAYSIA)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
66 MM TO 72 MM	2.7	2.7	3.5	3.0	4.0
74 MM TO 80 MM	11.3	9.0	7.0	4.3	1.0
82 MM to 88 MM	80.7	81.5	82.7	85.1	87.0
90 MM AND OVER	5.3	6.8	6.8	7.6	8.0
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	31.5	20.7	13.6	6.8	5.0
11 TO 15 CIGTS/PACK	41.7	47.2	50.0	46.7	36.0
16 TO 19 CIGTS/PACK	----	----	----	----	----
20 CIGTS/PACK	26.8	32.1	36.4	46.5	59.0
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	N.A.	16.0	21.6
FLIP TOP BOX	N.A.	N.A.	N.A.	82.8	77.6
SHOULDER PACK	N.A.	N.A.	N.A.	----	----
SLIDE AND SHELL	N.A.	N.A.	N.A.	1.1	0.7
PRINCESS PACK	N.A.	N.A.	N.A.	----	----
OTHER (TIN)	N.A.	N.A.	N.A.	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	3	3	2	2
B) RADIO	1	3	3	2	2
C) NEWSPAPERS	1	1	3	3	3
D) MAGAZINES	-	1	3	3	3
E) COUPONS	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	3	3
H) CINEMA	1	3	3	3	3
I) SAMPLING	1	1	1	1	1

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(MALAYSIA)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:		NO	NO	NO	NO	NO
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING					
TAR BAND PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PAKISTAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	31072	32211	34679	35760	35524
OF WHICH LOCAL MANUFACTURE:	31072	32211	34679	35760	35524
POPULATION TOTAL (MILLIONS)	76.60	78.9	81.30	83.8	86.2
PER CAPITA CONSUMPTION	405	409	426	427	412
POPULATION OVER 15 YR OF AGE (MILLIONS)	43.20	44.50	45.85	47.26	48.7
PER CAPITA OVER 15 YRS	719	724	756	757	729
COMPANY SHARES					
1) PAKISTAN TOBACCO CO. (B.A.T.)	36.1	37.5	38.5	33.7	35.3
2) PREMIER TOBACCO INDUSTRIES,LTD.	29.0	27.6	27.0	26.0	23.8
3) LAKSON TOBACCO CO.	10.7	12.1	12.4	16.3	17.3
4) KHYBER TOBACCO CO.	9.0	9.4	9.5	9.6	10.1
5) SOUVENIR TOBACCO CO.	4.1	4.1	4.1	5.7	6.4
6) MOGHUL TOBACCO CO.	3.7	3.1	3.4	3.7	3.5
7) TOBACCO INTERNATIONAL	3.1	2.7	3.0	3.1	2.6
8) OTHERS	4.3	3.5	2.1	1.9	1.0

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(PAKISTAN)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) K-2(P)10s	PTI	PTI	24.0	22.1	20.3	17.8	13.8
2) EMBASSY(P)10s	BAT	PTC	15.4	15.4	10.9	10.0	9.2
3) MARK-7	LTC	LTC	4.5	6.1	6.5	9.0	9.1
4) EMBASSY FT.	BAT	PTC				4.1	7.4
5) MEDAL SP 20s	KTC	KTC	4.3	3.7	4.6	4.4	4.8
6) GOLD LEAF HL	BAT	PTC	2.2	2.6	3.3	3.9	4.4
7) MORVEN GOLD	LTC	LTC	2.4	2.8	3.0	3.4	4.4
8) K-2 KSF SP 20	PTI	PTI	1.2	1.4	1.8	2.9	4.2
9) WILLS FT SS20s	BAT	PTC	3.3	4.1	5.4	4.2	4.1
10) CAPSTAN FT	BAT	PTC	5.1	5.1	4.7	3.7	3.5
11) PRINCETON	LTC	LTC	0.4	0.8	1.1	2.6	3.1
12) WINNER SP 20s	PTI	PTI		0.2	1.5	2.6	3.1
13) SPORTS SP 20s	KTC	KTC	0.9	0.8	2.8	3.0	3.0
14) HYLITE SP 20s	TIL	TIL	2.4	2.4	2.9	3.1	2.5
15) MELBURN HL 20s	STC	STC				1.0	2.5
16) OTHERS			33.9	32.5	31.2	24.3	20.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			22.1	27.2	31.2	36.0	43.0
NON-FILTER			77.9	72.8	68.8	64.0	57.0
PRICE SEGMENTATION							
PREMIUM			2.2	2.7	3.4	4.0	4.5
HIGH			5.5	5.5	5.0	3.9	3.9
MEDIUM			13.2	15.1	17.9	20.6	24.3
LOW			3.6	3.1	3.2	2.3	2.6
ECONOMY			44.8	46.5	43.0	38.9	35.3
OTHER			30.7	27.1	27.5	30.3	29.4
TOBACCO TYPE SEGMENTATION %							
BLOND: VIRGINIA			100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(PAKISTAN)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	79.4	77.2	73.6	71.7.	66.5
71 MM TO 79 MM	13.3	14.7	16.2	13.6	14.1
80 MM to 85 MM	6.9	7.3	9.1	12.1	16.2
95 MM TO 99 MM	0.4	0.8	1.1	2.6	3.2
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	60.5	60.6	57.1	48.9	46.0
20 CIGTS/PACK	39.5	39.4	42.9	51.1	54.0
PACK TYPE SEGMENTATION %					
SOFT PACK	32.3	32.5	35.3	41.8	40.7
FLIP TOP BOX	7.2	6.9	7.6	9.4	13.2
SLIDE AND SHELL	60.5	60.6	57.1	48.9	46.0
PRINCESS PACK	---	---	---	---	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(PAKISTAN)		1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	NO	NO	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PHILIPPINES

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	52,800	54,560	58,851	58,287	60,189
POPULATION TOTAL (MILLIONS)	45.9	47.1	48.3	49.5	51.9
PER CAPITA CONSUMPTION	1,150	1,158	1,218	1,177	1,159
POPULATION OVER 15 YR OF AGE (MILLIONS)	26.7	27.8	28.9	29.9	31.3
PER CAPITA OVER 15 YRS	1,977	1,962	2,036	1,949	1,922
SMOKER INCIDENCE					
% OF TOTAL POPULATION	20.3	20.4	21.6	21.5	21.7
% OF FEMALE POPULATION	6.1	6.1	6.5	6.4	6.5
% OF MALE POPULATION	34.5	34.6	36.7	36.6	36.9
COMPANY SHARES					
1) FORTUNE TOBACCO	50.4	51.5	61.0	63.8	66.4
2) LA SUERTE/PMI	18.9	19.5	18.7	19.6	18.4
3) COLUMBIA	7.6	11.7	6.8	4.8	4.3
4) OTHERS	23.1	17.3	13.5	11.8	10.9
BRAND FAMILY SHARES %					
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER					
1) HOPE / LOCAL / FORTUNE	18.9	23.5	27.4	25.8	20.2
2) CHAMPION / LOCAL / FORTUNE	15.6	14.4	14.3	17.1	19.8
3) MARLBORO / PMI / LA SUERTE	14.3	14.7	13.9	14.2	12.7
4) BOSS / LOCAL / FORTUNE	7.4	8.6	8.7	9.2	7.7
5) PM / PMI / LA SUERTE	4.5	4.6	4.8	5.3	5.7
6) MARK / LOCAL / FORTUNE				0.5	3.3
7) PEAK / LOCAL / FORTUNE	3.3	3.6	3.2	3.8	4.3
8) WINSTON / RJR / FORTUNE	NIL	0.5	1.0	1.1	1.9
9) MORE / LOCAL / FORTUNE	NIL	1.0	1.4	2.5	3.3
10) CAMEL / RJR / FORTUNE	NIL	NIL	0.6	0.6	1.8
11) BOWLING GREEN / LOCAL / COLUMBIA	4.8	5.8	4.1	1.9	1.8

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(PHILIPPINES)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	17.8	17.0	17.1	17.3	19.9
FILTER MENTHOL	65.6	67.3	69.9	70.8	70.3
NON-FILTER	0.5	0.4	0.3	0.3	0.2
NATIVE	16.1	15.3	12.7	11.6	9.6
PRICE SEGMENTATION					
PREMIUM	3.1	4.1	4.3	4.5	5.2
HIGH	36.5	43.7	47.5	44.0	36.4
MEDIUM	40.3	34.3	30.4	30.8	37.6
LOW	20.1	17.9	17.8	20.7	20.8
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100	100	100	100	100
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	83.9	84.7	87.3	88.4	90.4
OTHER	16.1	15.3	12.7	11.6	9.6
LENGTH SEGMENTATION %					
70 MM AND SHORTER	7.5	5.6	4.6	3.7	1.7
80 MM TO 85 MM	26.3	27.2	28.9	31.6	35.7
100MM TO 120MM	50.1	51.9	53.8	53.1	53.0
NATIVE	16.1	15.3	12.7	11.6	9.6
PACK COUNT SEGMENTATION %					
20 CIGS/PACK	83.9	84.7	87.3	88.4	90.4
NATIVE 10/20/30's SPLIT N/A	16.1	15.3	12.7	11.6	9.6

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(PHILIPPINES)	1978	1979	1980	1981	1982
PACK TYPE SEGMENTATION %					
SOFT PACK	94.1	95.0	95.7	96.7	98.5
FLIP TOP BOX	5.9	5.0	4.3	3.3	1.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	14.7	11.6	11.1	7.6	
PIPE TOBACCO (THOUSAND KILOS) PLUS					
ROLL YOUR OWN (THOUSAND KILOS) PLUS	1081.0	939.6	874.2	972.7	
CHEWING TOBACCO (THOUSAND KILOS)					

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(SINGAPORE)	1978	1979	1980	1981	1982
MARKET SEGMENTATION%					
FILTER (NON-MENTHOL)	76.9	77.7	77.7	79.1	79.0
FILTER MENTHOL	8.7	8.8	9.1	9.4	10.1
NON-FILTER	14.4	13.5	13.2	11.5	10.9
PAPYROSSI	---	---	---	---	---
PRICE SEGMENTATION					
PREMIUM (2.00 +)	3.6	25.6	17.3	34.6	37.7
HIGH (1.98 - 1.80)	69.5	42.8	55.2	39.8	38.7
MEDIUM (1.79 - 1.60)	21.3	27.2	25.9	24.6	22.9
LOW (Below 1.50)	5.6	4.4	1.6	1.0	0.7
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	19.1	23.7	29.7	34.2	37.3
VIRGINIA	80.9	76.3	70.3	65.8	62.7
LENGTH SEGMENTATION %					
70 MM AND SHORTER	14.3	13.4	12.9	11.4	10.6
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	80.4	81.0	82.7	84.9	85.9
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	2.4	1.8	1.2	0.8	0.8
100 MM	2.8	3.6	3.0	2.8	2.6
OVER 100 MM	0.1	0.2	0.2	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	24.9	23.0	21.0	16.6	16.4
11 TO 15 CIGTS/PACK	44.1	44.0	41.6	39.0	33.4
16 TO 19 CIGTS/PACK	---	---	---	---	---
20 CIGTS/PACK	30.7	32.7	37.1	43.9	49.9
21 TO 24 CIGTS/PACK	---	---	---	---	---
25 CIGTS/PACK	---	---	---	---	0.1
30 CIGTS/PACK	---	0.1	0.1	0.3	---
OVER 30 CIGTS/PACK	0.3	0.2	0.2	0.2	0.2

2500085051

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(SINGAPORE)	1978	1979	1980	1981	1982
MARKET SEGMENTATION%					
FILTER (NON-MENTHOL)	76.9	77.7	77.7	79.1	79.0
FILTER MENTHOL	8.7	8.8	9.1	9.4	10.1
NON-FILTER	14.4	13.5	13.2	11.5	10.9
PAPYROSSI	---	---	---	---	---
PRICE SEGMENTATION					
PREMIUM (2.00 +)	3.6	25.6	17.3	34.6	37.7
HIGH (1.98 - 1.80)	69.5	42.8	55.2	39.8	38.7
MEDIUM (1.79 - 1.60)	21.3	27.2	25.9	24.6	22.9
LOW (Below 1.50)	5.6	4.4	1.6	1.0	0.7
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	19.1	23.7	29.7	34.2	37.3
LENGTH SEGMENTATION %					
70 MM AND SHORTER	14.3	13.4	12.9	11.4	10.6
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	80.4	81.0	82.7	84.9	85.9
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	2.4	1.8	1.2	0.8	0.8
100 MM	2.8	3.6	3.0	2.8	2.6
OVER 100 MM	0.1	0.2	0.2	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	24.9	23.0	21.0	16.6	16.4
11 TO 15 CIGTS/PACK	44.1	44.0	41.6	39.0	33.4
16 TO 19 CIGTS/PACK	---	---	---	---	---
20 CIGTS/PACK	30.7	32.7	37.1	43.9	49.9
21 TO 24 CIGTS/PACK	---	---	---	---	---
25 CIGTS/PACK	---	---	---	---	0.1
30 CIGTS/PACK	---	0.1	0.1	0.3	---
OVER 30 CIGTS/PACK	0.3	0.2	0.2	0.2	0.2
	80.9	76.3	70.3	65.8	62.7

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(SINGAPORE)

	1978	1979	1980	1981	1982
PACK TYPE SEGMENTATION %					
SOFT PACK	11.3	14.2	21.1	28.0	32.8
FLIP TOP BOX	74.1	71.5	67.0	63.7	59.5
SHOULDER PACK	---	---	---	---	---
SLIDE AND SHELL	13.4	12.3	10.7	7.4	6.9
PRINCESS PACK	0.9	1.6	0.9	0.7	0.6
OTHER (TIN)	0.3	0.4	0.3	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) POINT OF SALE	3	3	3	3	3
F) BILLBOARDS	2	2	2	2	2
G) CINEMA	2	2	2	2	2
H) SAMPLING	2	2	2	2	2

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(SINGAPORE)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TAIWAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	---	---	---	---	30.00
OF WHICH LOCAL MANUFACTURE:	---	---	---	---	29.73
IMPORTED FROM 1) U.K.	---	---	---	---	0.14
2) U.S.A.	---	---	---	---	0.11
3) JAPAN	---	---	---	---	0.02
POPULATION TOTAL (MILLIONS)	---	---	---	---	18.00
PER CAPITA CONSUMPTION	---	---	---	---	1,666
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	---	---	---	12.00
PER CAPITA OVER 15 YRS	---	---	---	---	2,500
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	---	20.0%
% OF FEMALE POPULATION	---	---	---	---	2.1%
% OF MALE POPULATION	---	---	---	---	36.4%
COMPANY SHARES					
1) LOCAL	---	---	---	---	99.10
2) BAT	---	---	---	---	0.29
3) ROTHMANS	---	---	---	---	0.21
4) BROWN & WILLIAMSON	---	---	---	---	0.18
5) PHILIP MORRIS	---	---	---	---	0.18
6) OTHERS	---	---	---	---	0.04

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(TAIWAN)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) LONGLIFE	MONOPOLY	MONOPOLY	---	---	---	---	75.0
2) STATE EXPRESS 555	BAT	BAT	---	---	---	---	0.3
3) DUNHILL	ROTHMANS	ROTHMANS	---	---	---	---	0.2
4) KENT	B&W	B&W	---	---	---	---	0.2
5) WINSTON	RJR	RJR	---	---	---	---	0.7
6) MARLBORO	PM	PM	---	---	---	---	0.7
OTHER			---	---	---	---	22.9
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			---	---	---	---	95.0
NON-FILTER			---	---	---	---	5.0
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			---	---	---	---	1.0
VIRGINIA			---	---	---	---	99.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY							
*NOTATIONS: 1) YES							
2) BANNED							
3) RESTRICTED							
A) TELEVISION			2	2	2	2	2
B) RADIO			2	2	2	2	2
C) NEWSPAPERS			2	2	2	2	2
D) MAGAZINES			2	2	2	2	2
E) COUPONS			2	2	2	2	2
F) POINT OF SALE			2	2	2	2	2
G) BILLBOARDS			2	2	2	2	2
H) CINEMA			2	2	2	2	2
I) SAMPLING			2	2	2	2	2

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(TAIWAN)		1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: THAILAND

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	23.5	26.3	29.8	32.8	27.8
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%
IMPORTED:	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	44	45	46.3	48.6	49.8
PER CAPITA CONSUMPTION	534	584	644	675	558
POPULATION OVER 15 YR OF AGE (MILLIONS)	25.5	25.7	26.4	27.7	28.4
PER CAPITA OVER 15 YRS	922	1,023	1,129	1,184	979
SMOKER INCIDENCE					
% OF TOTAL POPULATION	19.0	20.0	21.5	21.7	20.2
% OF FEMALE POPULATION	4.0	4.1	4.2	4.1	4.0
% OF MALE POPULATION	35.0	35.2	35.4	36.0	35.0
COMPANY SHARES					
1) THAILAND TOBACCO MONOPOLY	100%	100%	100%	100%	100%

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP MANUFACTURER				
1) KHRONG THIP	THAILAND TOBACCO MONOPOLY	12.4	19.2	24.1	27.0	30.5
2) SAMIT	THAILAND TOBACCO MONOPOLY	30.5	29.1	29.9	26.5	22.3
3) GOLD CITY	THAILAND TOBACCO MONOPOLY	36.0	33.0	27.2	22.3	21.7
4) RUANG THIP	THAILNAD TOBACCO MONOPOLY	6.7	6.3	6.2	10.8	11.3
5) KLED THONG	THAILAND TOBACCO MONOPOLY	6.3	5.1	5.1	6.1	6.0
6) TIM II FILTER	THAILAND TOBACCO MONOPOLY	1.9	1.9	2.4	2.6	2.8
7) FALLING RAIN FILTER M	THAILAND TOBACCO MONOPOLY	3.0	2.7	2.7	2.5	2.7
8) THE MOON	THAILAND TOBACCO MONOPOLY	3.1	2.7	2.3	2.3	2.7

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(THAILAND)

	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	53.3	61.9	67.4	66.9	68.7
FILTER MENTHOL	3.0	2.7	2.7	2.5	2.7
PLAIN	43.7	35.4	29.9	30.6	28.6
PRICE SEGMENTATION					
PREMIUM					
HIGH (Over 10)	83.6	81.3	81.2	80.7	79.8
MEDIUM (6-10)	9.4	11.6	12.5	13.8	14.2
LOW (4-6)	8.0	7.1	6.3	5.5	6.0
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	51.4	54.9	54.0	55.7	57.2
VIRGINIA	42.0	38.8	39.7	37.5	36.7
OTHERS	6.6	6.3	6.3	6.8	6.1

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Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000

(THAILAND)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
80 MM to 85 MM	100%	100%	100%	100%	100%
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	100%	100%	100%	100%	100%
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	2	2	2	2	2
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
PIPE TOBACCO (THOUSAND KILOS)	2.08	2.06	2.08	2.02	2.04

Source: https://www.industrydocuments.ucsf.edu/docs/lzgl0000